



2024

**Data Privacy  
Jobs Report**



# CONTENTS

- LETTER FROM TRU'S CEO .....4
- THE PERFECT STORM: WHY CONTRACT HIRING  
WILL ECLIPSE DIRECT HIRING IN 2024 .....6
- SPEED OF HIRE .....10
- THE REAL COST OF DIY STAFFING .....12
- WHAT'S NEXT FOR CPOs? .....14
- WHERE ARE THE NEW JOBS? .....15
- POINT OF HIRE COMPENSATION BENCHMARKS .....17
- WHOSE SALARIES ARE SPIKING? .....18
- GUIDANCE FOR 2024 .....19
- ADDITIONAL RESOURCES .....20
- THE TRU TEAM .....21

# LETTER FROM TRU'S CEO



The data privacy industry no longer has a talent shortage problem — we have a job shortage problem. TRU estimates in the years following the COVID-19 pandemic, between 2020 and 2022, approximately half to two-thirds of the industry changed jobs. By the end of 2023 the volume of available job opportunities had decreased by almost 60% from the prior year. Global macroeconomic factors such as volatile stock prices, interest rate hikes, fear of a recession, lack of aggressive regulatory enforcement, and the uncertainty in the United States of an upcoming election year made direct-hire headcount approvals for data privacy professionals elusive throughout 2023, forcing privacy hiring authorities to expect and ask more from their existing staff or find alternative means of acquiring talent.

And so began the contract staffing revolution in data privacy. In 2024, there will be just as many privacy professionals who accept positions in contract or contract-to-hire arrangements as there will be those accepting direct hire positions — and perhaps more. This is a first for the data privacy community. A perfect storm created by post-pandemic recovery and recalibration involving remote work desires vs. in-office requirements, an increase in available privacy talent with specialized skillsets, a bump in unemployment of experienced privacy pros, and recurring corporate direct hire freezes have made contracting the primary modality for hiring. This trend will prevail for most of 2024, and this report will articulate how, when, and why that will change.

Lack of budget or buy-in for direct hire resources was not the only factor impacting a dramatic shift to leveraging contract talent. The top motivator in 2022 and 2023 for data privacy job seekers was working remotely from home. Most jobs in privacy are in corporations and law firms; most law firms and corporations over the course of 2023 required new hires to be physically in an office three days a week or fewer as a condition of employment. The most common workaround for any in-office requirement is to hire contract instead of direct hire because contract staff are typically not held to the same in-office requirements. Nor do they hit the balance sheets in the same way as direct hires. This report will unpack a variety of trends related to work-from-home job seeker desires, employer in-office policy patterns, and the hiring realities in a climate of constantly shifting compromises from both job seekers and employers.

Second only to the world-altering shift to primarily working from home post-pandemic are the trends related to the speed at which organizations acquire talent. Speed of hire has become a critical variable for organizations to recalibrate and curate an interview process in line with the tempo of the market to ensure candidates are not lost to competing offers. Speed of hire has reached a new normal that is significantly faster than pre-pandemic. This report will provide specific guidance on the most competitive speed necessary to avoid resetting and repeating your interview process and instead secure your first-choice candidate.

TRU found that in 2023, 75% of all first offers received by job seekers were accepted (compared to only 45% in 2022); meaning, an employer who extended an offer to a candidate that was the first offer that candidate received, ensured a three-out-of-four chance the candidate would say yes. This report will provide guidance to all hiring managers and job seekers on what the likely outcomes are based on when a candidate receives an employer's offer, if they are considering multiple offers.

In any job market, but particularly in the data privacy job market, competition and compensation move together, accelerating and decelerating in tandem. TRU will provide compensation ranges based on role definition, geography, and industry vertical within this report, but salary ranges at the point of hire have not changed meaningfully in the past year. Ranges based on role remain mostly the same, but employers have favored the lower end of the range for the last 18 months. This report will outline the temporal patterns of compensation and competition acceleration and deceleration and provide guidance to hiring managers on how to prepare for and take advantage of market trends related to salary inflection.

One of the major trends of 2023 was the loss of budget for headcount combined with the loss of budget for third-party agency recruitment support. In 2023, CPOs spent between 10-20% of their time focused on recruiting. This lost productivity at the leadership level coupled with the lost productivity of under-resourced programs led to attrition and increased outside counsel and consulting firm spend. TRU found that in 2023 the DIY speed of hire for corporations was three to five times longer than TRU's timeline. This report outlines the risks and costs associated with a DIY approach to staffing a privacy program and provides guidance on how to sell the value of recruitment services to key stakeholders whose primary concern is the bottom line.

For hiring managers, we firmly believe that understanding the data privacy job market requires more than benchmarking compensation ranges. The goal of this report is to arm all stakeholders responsible for privacy programs with the narrative and metrics to effectively advocate for headcount, budget appropriately for the level and amount of talent desired, execute a competitive interview process, understand options for talent acquisition, get approvals for third-party agencies like TRU, and ensure the most successful outcomes when pursuing talent.

A surge of demand is coming for data privacy professionals at the end of this year. Hire now in 2024 while it is still an employer's job market.



**Jared Coseglia**  
Founder & CEO  
TRU Staffing Partners



# THE PERFECT STORM: WHY CONTRACT HIRING WILL ECLIPSE DIRECT HIRING IN 2024

## REMOTE FLEXIBILITY DRIVES JOB SEEKERS

The top motivator for job seekers in 2021, 2022, and 2023 was the desire to work remotely from home more often than their current employer allowed. In 2021, 75% of offers accepted required three or fewer days in an office, but 80% of that 75% were fully remote. In 2022, 87% of jobs were hybrid three days or fewer, but only 69% of those jobs were fully remote. In 2023, hybrid employment accelerated to 90% of offers accepted, but the amount of those roles that were 100% remote dropped dramatically to 32% (see Figure 1). With significantly fewer fully remote positions available in 2023, active job seekers were faced with the question of whether to begin considering compromises on work-from-home flexibility or compromise in other areas like compensation, vertical mobility, quality of life, or employment modality. As the job market no longer produces the same volume of direct hire fully remote opportunities, job seekers in privacy are more readily considering working contract and contract-to-hire to maintain fully remote employment.

TRU predicts based on the behavior of the job market in the first quarter of 2024 that approximately 85% of offers accepted will be hybrid this year, but the amount that will be fully remote will accelerate slightly to 42%. This is because job seekers are more willing to work contract or contract-to-hire than they are to give up their work-from-home flexibility, and because hiring managers are going to get more approval for more contractors than direct hires this year.

## REMOTE/HYBRID VS IN-OFFICE

Based on Offers Accepted

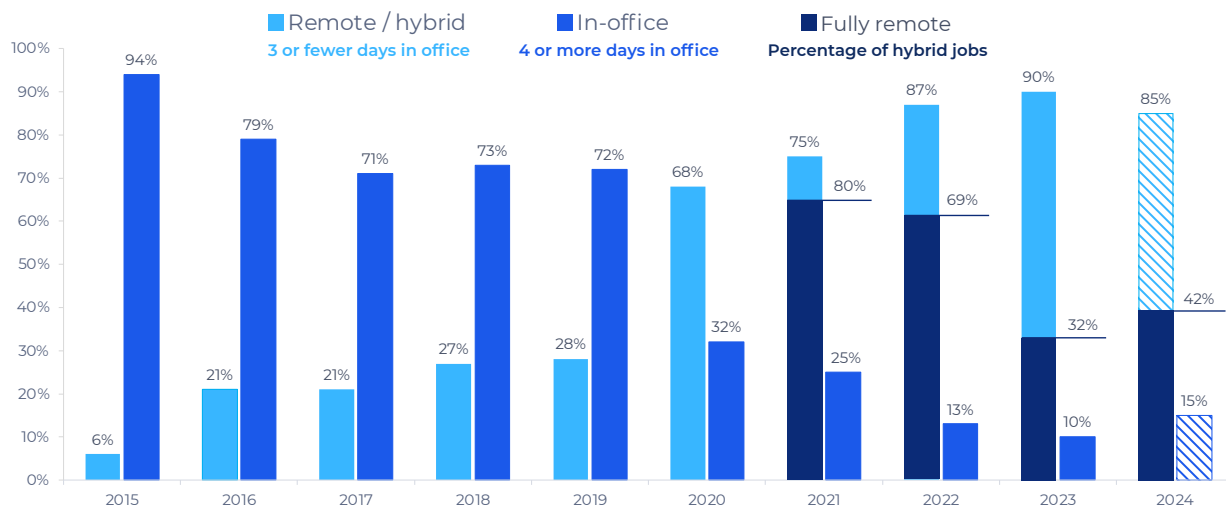


Fig. 1

# TOP 5 MOTIVATIONS FOR PRIVACY JOB SEEKERS

## 2022

1. Working remotely more
2. Mentorship/new leader
3. \$\$\$\$\$\$
4. Upskilling
5. Diversity, equity, & inclusion

## 2023

1. Working remotely more
2. More opportunity
3. \$\$\$\$\$\$
4. Unemployed
5. Burnout

## 2024\*

1. Burnout
2. Working remotely more
3. \$\$\$\$\$\$
4. Innovation/buy-in
5. Vertical mobility

\* Based on Q1 2024 data

**Fig. 2:** Burnout has quickly become the top motivator so far in 2024 as less hiring and hiring lower caliber talent has put increasing pressure on existing staff. This will lead to greater turnover in late 2024 as competition for privacy talent accelerates. The best way to retain existing staff is to provide them with contract talent resources to prevent burnout.

## THREE DAYS IN-OFFICE OR FEWER IS THE NEW NORM

Despite decreases in fully remote opportunities, requiring three days or fewer in an office from privacy staff is the new normal. The more fully remote an opportunity, the faster the search, and the greater number of candidates will be available at the employer's desired salary level. The more in-office an opportunity, the longer the search, and the higher the potential cost for talent acquisition. Figure 1 shows the instant shift in 2020 and subsequent adoption of hiring employees in a hybrid capacity by requiring three days or fewer in an office. In 2015, 94% of jobs filled by TRU required four or more days in an office, but by 2023, 90% of offers accepted required only three or fewer in-office days per week.

The shift to three days or fewer as the new normal has had a dramatic impact on how hiring managers must approach talent acquisition and retention. Regarding retention, any increase in in-office requirements for existing employees, whether from fully remote to two days, from two days to three days, or from three days to five days, will lead to employee attrition (see Figure 2).

Regarding talent acquisition, employers with jobs that are fully remote have a much larger candidate pool from which to choose, and experienced a decrease in competition as more employers opted for hybrid requirements instead of fully remote. This decrease in competition also increased speed of hire and decreased the cost of talent acquisition. For job seekers, competition for fully remote positions increased exponentially as a result of the decrease in available opportunities.

Conversely, employers who held firm to four to five days in an office received very few qualified candidates in Q1 and Q2 2023. Interested candidates had clear expectations of salary increases directly related to the cost and personal time lost associated with commuting more frequently. TRU tracked that experienced privacy job seekers expected on average a 25% increase in their current base compensation to consider leaving a fully remote position for a hybrid role, and unless unemployed, would not consider a fully in-office position.

**“FOR EVERY IN-OFFICE POSITION TRU FILLED IN 2023,  
10 MORE WERE FILLED HYBRID.”**

# DID YOU KNOW... TRU CONTRACTORS GET BENEFITS!

- Health and vision insurance plan
- Flexible spending account
- W-2 employment tax advantages
- 401K with immediate eligibility and 4% fully vested matching after 12 months of employment
- Voluntary supplementary benefits

By the third quarter of 2023, employers began to downshift in-office requirements from five days to three days, from three days to two days, and some to being fully remote to increase the chances of successfully filling empty headcount. These policy shifts midyear led to an increased compromise on compensation and willingness to work in-office from privacy job seekers and an acceleration in the volume of positions vacated and accepted. TRU found that decreasing in-office requirements for new hires from three to two days a week increased the available talent pool by 50% or more in 2023.

TRU projects 85% of offers extended and accepted will be in hybrid or fully remote positions with three days or fewer required in an office in 2024. Fifteen percent of jobs will require four to five days physically in a location. One of the reasons so many more positions will be filled hybrid is because in-office positions can take up to five times longer to fill, thus fewer get filled over time. For every in-office position TRU filled in 2023, 10 more were filled hybrid or fully remote.

## BY THE NUMBERS

**25%** Average increase in base compensation required for a job seeker to leave a fully remote job.

**90** Additional days needed to fill jobs with a 4-5 day in-office requirement.

**50%** Increase in available talent by shifting from 3 to 2 days required in-office per week.

## MOST PRIVACY PROGRAMS WILL USE CONTRACTORS BY 2026

One of the recurring ways companies circumvent in-office requirements for direct hire employees is by hiring data privacy contractors who are often not held to the same in-office standards. In 2023, there were almost as many job seekers in privacy who took contract roles as there were professionals that accepted direct hire roles (see Figure 3).

## PRIVACY CONTRACT VS. DIRECT HIRE STAFFING TRENDS (LAST 7 YEARS)

Based on Offers Accepted

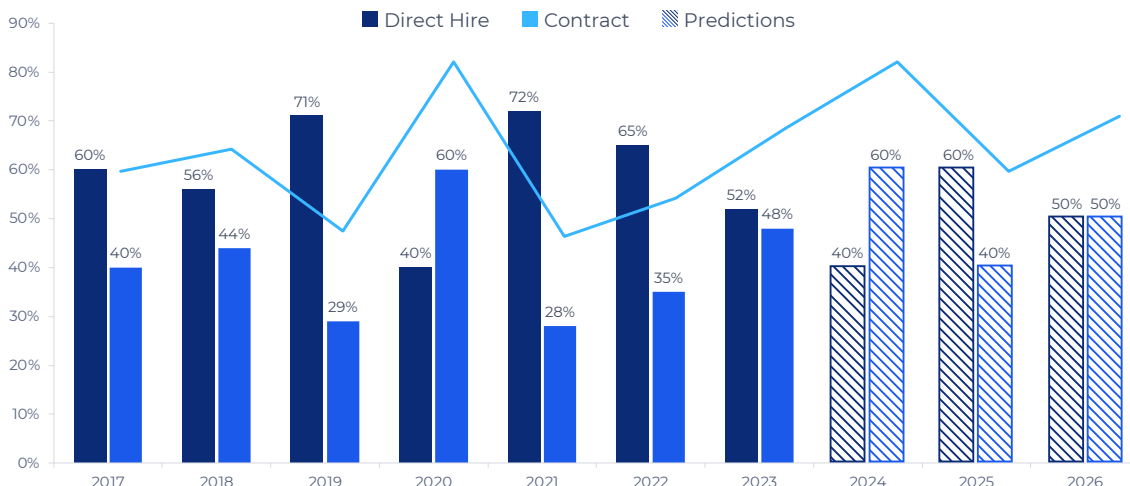


Fig. 3



When COVID-19 began at the end of Q1 2020, unemployment hit nearly 15%, and for six months there was very little hiring of any kind. What hiring did occur was typically contract. The pandemic initiated a willingness for privacy programs to meet objectives using fractional staff. By Q4 of 2020, the global job market rapidly rebounded and ushered in what we now refer to as “The Great Resignation” (Q4 2020-Q3 2022).

The Great Resignation years forced employers to hire more direct hires because of attrition. Headcount approvals were easily obtained during periods of mass or minor employee exodus. However, fears of a recession in Q4 2022 sparked by Big Tech layoffs and a sinking NASDAQ reversed that trend. Privacy managers in all industries quickly turned to contractors again, this time more aggressively, when direct-hire headcount approval was frozen or insufficiently budgeted to attract the necessary caliber of talent. Since then, utilization of contract talent in privacy has been steadily increasing (see Figure 3). TRU anticipates a market shift that once again favors direct hire beginning in Q4 2024 and steadily increasing throughout 2025. TRU predicts that by 2025 the market will be 60% direct hires and 40% contractors. By 2026, the trend will be 50%/50%.

The equilibrium of staffing in privacy between direct hire and contract or contract-to-hire modalities indicates that most privacy programs will engage in both forms of talent acquisition for the foreseeable future, if not perpetually.

TRU’s guidance for hiring managers is to integrate contract talent into privacy programs as a constant part of an organization’s service delivery roadmap. The best way to mitigate rapid swings in the economy and the job market, as well as business and regulatory fluctuations, is to smartly configure when and how to use privacy contract talent. Some talent should be utilized, then released. Others may stay on

perpetually as contractors, oftentimes because they are so valuable to the business but do not reside in a state in which the business is registered from a tax perspective and/or because that contractor has no desire (or ability) to be in an existing office weekly. Other contractors may be individuals that the employer wants to convert into a direct hire.

Actively interviewing and engaging a rotating roster of contractors has given TRU’s customers a competitive advantage acquiring talent in a contract-to-hire capacity. Over 38% of TRU privacy contractors who started assignments in 2023 were offered direct hire conversions by the time of this publication. Ninety-five percent of those contractors accepted the conversion. These two metrics are at an all-time high.

Contractors in data privacy are now available from entry level to executive, enabling organizations of any size

or maturity to leverage fractional talent resources to modify their programs at the pace and cost that is appropriate for the business at any given time. Many veteran and experienced privacy professionals feel they have hit the ceiling of vertical growth in corporate America and are taking to the gig economy for the next chapter of their careers. Additionally, job seekers looking to break into privacy have readily accepted positions in a contract or contract-to-hire capacity, giving hiring managers the opportunity to train less expensive, less experienced talent.

# TOP 10

## REASONS TO USE A CONTRACTOR

1. No full-time headcount approval
2. Circumvent in-office policy
3. Defense against FTE attrition/burnout
4. Check fit before you commit
5. Plug and play for high-impact projects
6. Covering a long-term leave
7. Shorten FTE time to hire
8. Geographic talent shortage
9. Upleveling existing staff
10. Culture of contractors

Consult this [a la carte menu](#) of readily available and most frequently requested privacy contractor skills.

# TOP 5

## MOST DESIRED CONTRACTOR SKILLS (2023)

1. DPAs/maintaining privacy notices
2. OneTrust support\*
3. CPO-level consulting
4. Privacy-by-design/product support
5. Data mapping

\*Take the [TRU OneTrust Skills Self-Assessment](#)

# SPEED OF HIRE

Before the pandemic, in-person interviews for data privacy professionals at any level of experience were common, if not required. After the pandemic, the adoption of video interviewing and remote work hyper-accelerated the speed at which organizations acquired privacy talent. For two years in a row, 100% of first-round interviews through TRU have been conducted virtually. Ninety percent of all subsequent interviews have also been virtual. The ability to interview and get access to interviewers faster than what scheduling an in-office interview allows forever changed the speed at which the industry hires.

TRU has been tracking the speed from the time a resume is sent to the time an offer is verbally accepted in multiple categories of employment within the privacy ecosystem: Privacy analysts, privacy engineers, program managers and directors, attorneys and counsel, executives (CPO, VP, GC), and contractors. Figure 4 shows the speed of hire for data privacy professionals represented by TRU in six categories from the end of the Great Resignation in Q4 of 2022 to the end of Q1 2024. Circled in blue below is what TRU believes to be the new normal speed of hire. Figure 5 outlines what the pre-COVID speed of hire was for each position, juxtaposed by this new normal. The new normal is significantly faster than pre-pandemic timelines for acquiring talent, and employers should calibrate their interview process to align with this market tempo.

One consistent metric over the last three years has been the time it takes to identify and extend an offer to a contract privacy resource. Ranging between five and 14 business days, contract and contract-to-hire talent acquisition continues to be the fastest means of getting help for the most rote to the most complex challenges the industry presents. Conversely, for mid-market professionals hired in full-time roles, the search process could take four times as long. For executives, the process could be almost 10 times as long. Speed of hire slowed for more experienced roles in Q1 2024, and accelerated for less experienced hires. Hiring managers should expect these timelines to accelerate as the job market becomes more competitive in late 2024 and 2025.

## SPEED OF HIRE FOR PRIVACY THROUGH TRU 2022 to Present

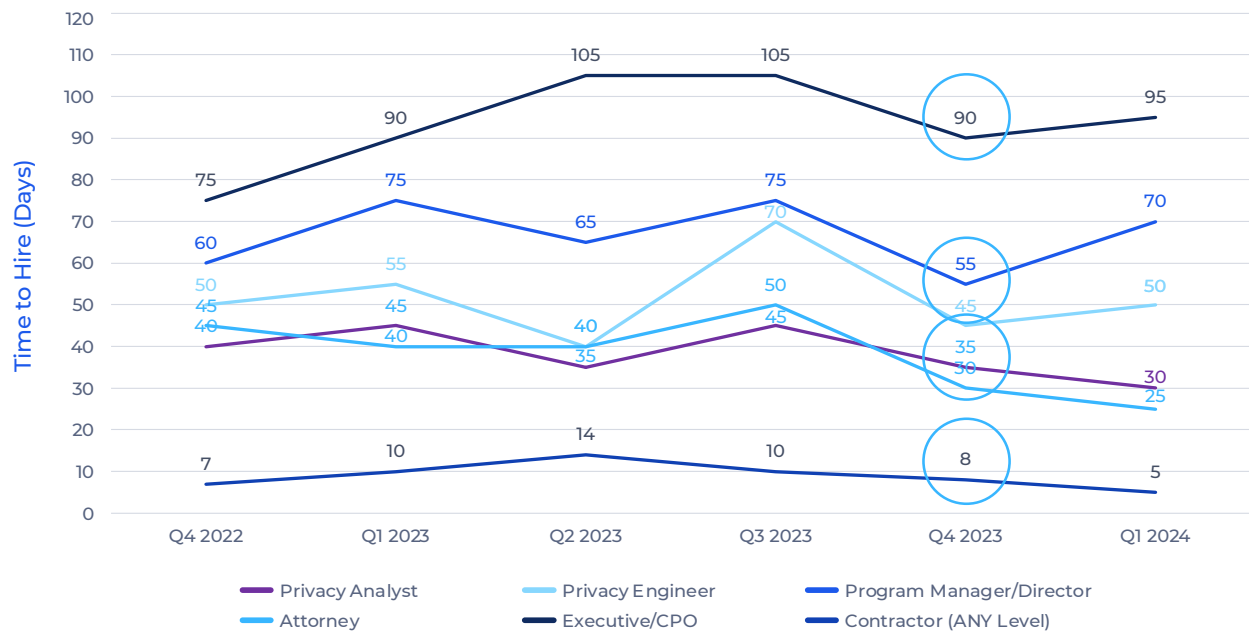


Fig. 4: Circled in light blue is "the new normal" speed of hire when working with TRU.

## PRE-COVID SPEED OF HIRE IN PRIVACY VS NEW NORMAL (TRU)

**60 DAYS (NOW 35 DAYS)**  
ANALYST

**90 DAYS (NOW 45 DAYS)**  
ENGINEER

**120 DAYS (NOW 55 DAYS)**  
MANAGER/DIRECTOR

**60 DAYS (NOW 30 DAYS)**  
ATTORNEY

**120 DAYS (NOW 90 DAYS)**  
EXECUTIVE/CPO

Fig. 5

Comparing the speed of hire between contract and direct-hire resources is valuable, but understanding the timeline for each category of professional independently is critical for hiring managers to gauge how long a candidate is likely to be available before entertaining other offers. TRU's speed of hire gives insight into the interview process timeline to enable hiring managers to calibrate accordingly to stay competitive. If a search process is taking longer than the new normal benchmarks, be prepared to possibly lose candidates to other employers.

In 2024, TRU sees speed of hire as a tool to get the best possible odds of candidate acceptance regardless of their seniority. TRU found that in 2022, only 45% of job seekers accepted the first offer they received. Conversely, 80% of job seekers accepted the first offer received in the first three quarters of 2023 (see Figure 6). Employers should accelerate their interview and search process and attempt to be the first — and perhaps only — offer a job seeker receives in the current climate. First offer acceptance rate dipped to 65% in Q4 2023, which signals that there is increasingly more opportunity available and that job seekers actively interviewing are receiving multiple offers, including counteroffers from their current employers. While TRU does not anticipate a job market as competitive as 2022 in terms of employee movement, 2025 should usher in a shift to a more aggressive, candidate-driven job market. TRU's guidance to hiring managers is to evangelize for headcount in 2024 before cost and competition re-accelerate in 2025 and 2026.

## OFFER ACCEPTANCE LIKELIHOOD

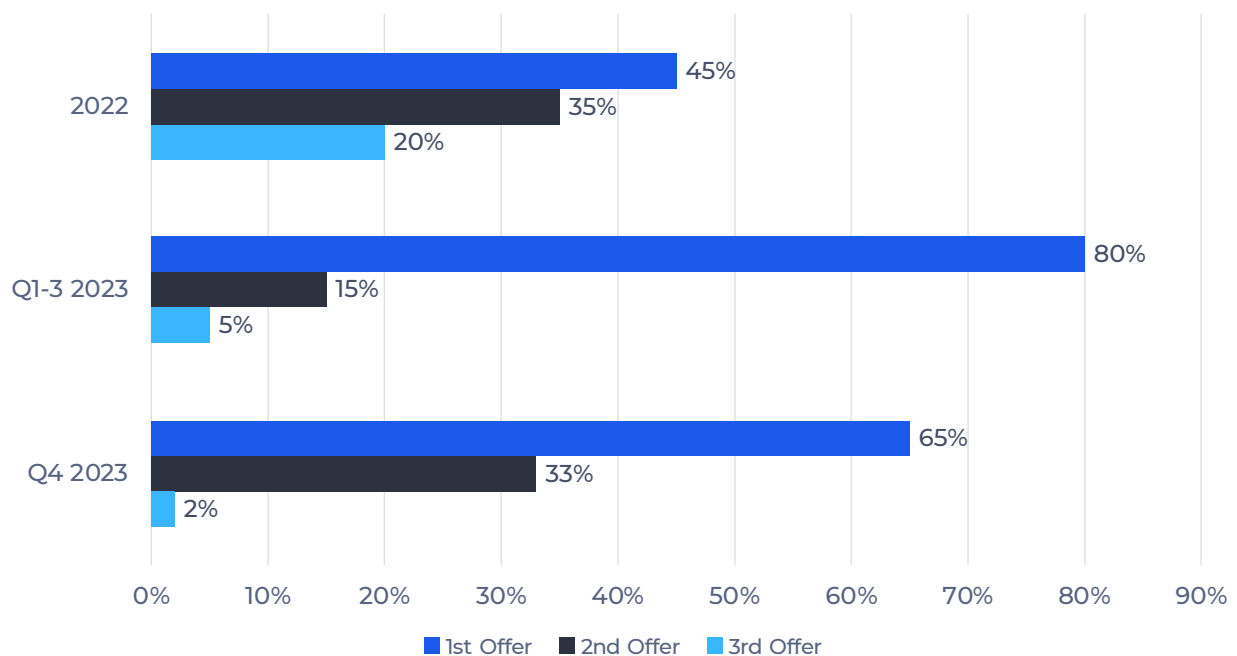


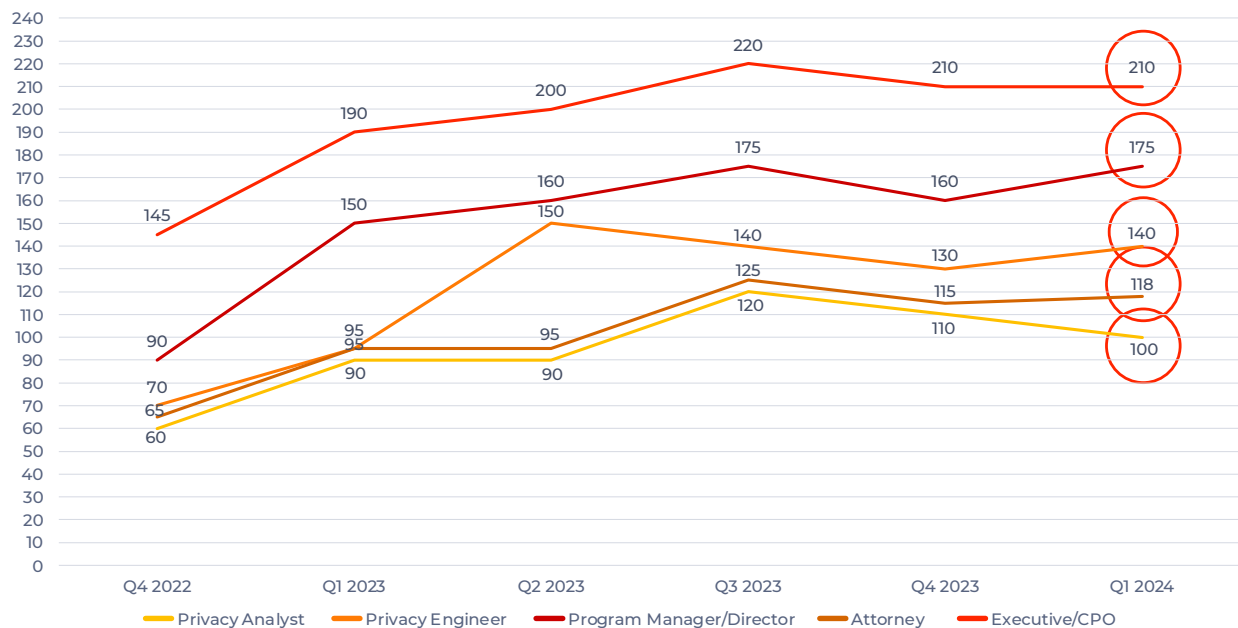
Fig. 6

# THE REAL COST OF DIY STAFFING

DIY staffing is how TRU categorizes a job search when an organization does not engage the services of any third-party staffing agency. Figure 7 tracks the speed of hire for jobs accepted tracked by TRU but not brokered by TRU. Job seekers represented by TRU who ultimately accepted positions from other sources where an agency was not involved experienced radically longer timelines to hire in 2023.

## SPEED OF HIRE FOR PRIVACY (DIY)

2022 to Present



**Fig. 7:** Circled is “the new normal” DIY speed of hire for searches that still remain open or were filled without the use of a third-party talent agency.

With fewer jobs available in 2023, corporations developed an empowered sense that the job market would lean more favorably toward corporate desires regarding talent acquisition, namely more available job seekers, ease in getting new hires back to a physical office location, a lower cost of talent in 2023 than in 2022 (often for the same position), and no budget for a staffing agency in a down economy. Without the resources of an organization like TRU, the majority of hiring authorities in privacy programs turned to one or several of the following to attract and hire talent: using conferences as job fairs; leveraging personal networks; posting jobs on LinkedIn; posting jobs on company websites; posting jobs on specialty job boards; and/or relying on internal HR teams (who often rely on posting) that filter inbound resumes.

In 2023, budget and approvals to attend conferences for mid-market privacy professionals declined significantly. Using conferences to recruit professionals with two to six years’ experience proved less than effective because those privacy professionals weren’t there, and most CPOs and directors of privacy programs spent time at conferences in 2023 among peers, not subordinates. Referrals from personal networks for most privacy hiring managers run out quickly and the time, effort, and energy required to leverage connections, expand networks, identify talent, and entice qualified applicants has not been a job requirement for most privacy leaders.

TRU examined 2,300+ job descriptions received and/or posted publicly over the last five years for data privacy leadership roles, including but not limited to program directors and managers, CPOs, general counsel, and CISOs with privacy oversight, to identify what percentage of job descriptions articulated one of the following skillsets as a job responsibility: recruit/staff your own department; source/parse new resumes for hire; use personal network to staff program; train A.I. models or human resource departments for hiring efficiency. Ninety-six percent of job descriptions did not include sourcing, recruiting, networking, or independently staffing teams as an expectation of employment. However, TRU found that privacy hiring managers who did not have approvals to partner with a third-party staffing agency spent between 10-20% of their time in 2023 personally recruiting and interviewing candidates, often the wrong candidates, and lots of them. The real cost of DIY staffing in this instance is lost leadership productivity — which impacts the entire program. Furthermore, lost productivity from a mishire impacts not only that individual, but everyone involved in training, onboarding, managing, and ultimately offboarding the employee.

TRU then examined our success rate using online job postings as a means with which to identify talent and ultimately fill open requisitions. By examining offers accepted over the last 10 years, TRU was able to trace that only 17% of all privacy placements made derived from a candidate responding to a job posting online. More shocking is that only 8% of jobs filled were from a candidate who applied to that specific position. The other 9% were candidates TRU identified as potential future placements and ultimately had success placing those individuals into roles to which they did not apply. This signals that 83% of the time (92% for a specific requisition), hiring managers working with TRU chose passive job seekers — those that did not submit a resume online. TRU estimates that an organization relying heavily or exclusively on inbound job applicants from online job postings will only be exposed to 8% of job seekers that are right for that position. As a result, TRU anticipates significant turnover in late 2024 and 2025 because of employer dissatisfaction with DIY hires made in 2023.

Companies typically opt for DIY staffing to save money. However, in addition to the internal loss of time, effort, and energy required for DIY staffing of privacy professionals, the longer a search process takes, the more outsourcing is required to cover the talent shortage, ultimately costing the business significantly more than a standard agency fee. On average, TRU finds that our fee is typically less than one-tenth the quarterly cost of outside counsel and consulting firm spend used to cover the absence of a mid-market direct hire privacy professional.

## DOES POSTING JOBS WORK?

TRU's success rate filling jobs with candidates who applied through an online job posting

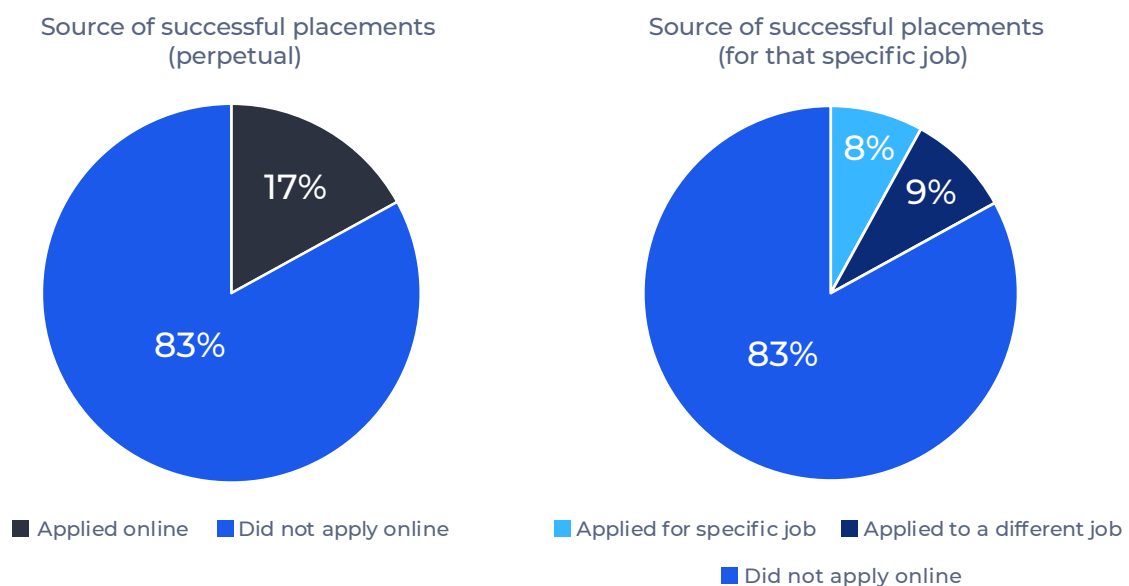


Fig. 8

# WHAT'S NEXT FOR CPOs?

Recruitment is not the only area CPOs and other privacy leaders were tasked with owning above and beyond their existing responsibilities in 2023. The impact of A.I. in conjunction with a corporate culture of DIY recruitment led to changes in roles, responsibilities, and bandwidth in the upper and middle management ranks of privacy programs. While most CPOs do not want to become recruiters, they do have a desire to own A.I. This is causing a trickle-down reconfiguration of role definition, delegation of responsibility, and talent utilization strategy.

TRU surveyed more than 100 CPOs in the Fortune 1000 and found that on average, 15-25% of their time in 2023 was spent addressing issues related to artificial intelligence. That same corpus of professionals anticipates that more of their time will be spent in 2024 on artificial intelligence. As CPOs, general counsel, and other privacy hiring authorities get pulled into projects — often associated with A.I. governance — bandwidth for their existing responsibilities is diminished. As leaders begin to deputize subordinates and delegate responsibility, so too must their staff delegate tasks to the teams they manage. This will create a trickle-down effect that shifts accountabilities down the privacy program ecosystem, ultimately leaving a bevy of tasks that are often best suited for contractors.

For CPOs contemplating their next professional evolution, several clear paths are emerging in 2024. One is an opportunity to rewrite and redesign a job description and title that more accurately reflects their organization's commitment to and efforts at using artificial intelligence in conjunction with privacy. CPOs have an opportunity to rebrand, retitle, and ask for higher compensation over the next 12 months. Conversely, CPOs who find more satisfaction lending their deep expertise to building privacy programs as opposed to operating and maintaining programs will find a wealth of opportunity in a less privacy-mature ecosystem of companies looking for fractional leadership in 2024 and 2025.

Whether ascending into a new role or exiting an organization for external opportunities, the substantive growth of chief privacy officers will make way for internal promotions and drive demand for additional headcount to fulfill responsibilities privacy teams lack the bandwidth to support.

## A.I. JOBS IN PRIVACY

2023 was a year when a vast number of privacy professionals began to brand themselves as having A.I. or A.I. governance experience. But 2023 bore very few externally hired full-time or contract opportunities aimed at capturing A.I. specialization within privacy. 2024 will not see an explosion of A.I. in privacy job opportunity, but rather the beginning of a standardization of role definition as it relates to A.I. in the privacy community. Roles most likely to evolve first in A.I. are two varieties: attorneys who understand current and future legislative and regulatory rules and requirements related to how a business can or should leverage A.I., many with a deep focus on the E.U. A.I. act; and practitioners who have begun experimenting successfully at wielding and integrating A.I. technology into their program. Additionally, expect to see the emergence of governance, engineering, prompt and project management, and C-Suite positions gaining visibility, credibility, and accountability for how organizations integrate artificial intelligence in late 2024 and into 2025.

## BY THE NUMBERS

**15-25%**

Time spent on A.I. by CPOs surveyed by TRU in 2023.

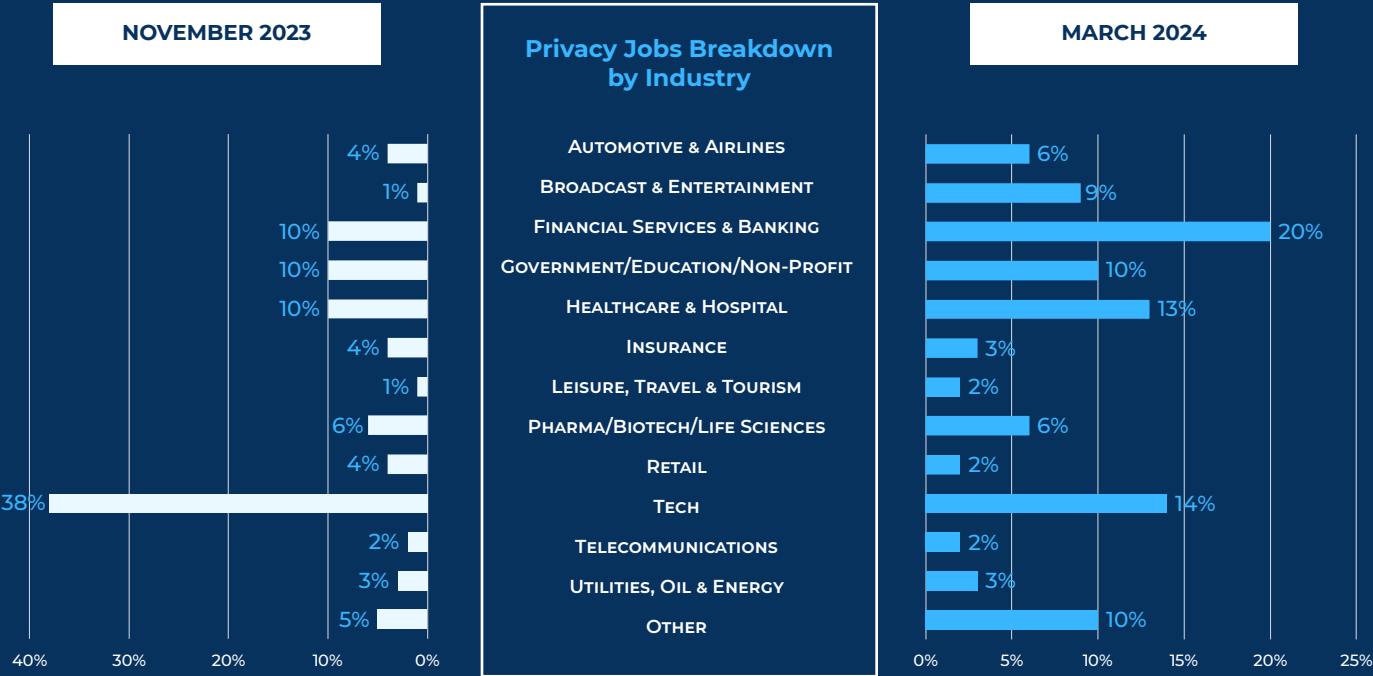
**10-20%**

Time spent by CPOs personally recruiting in 2023.

# WHERE ARE THE NEW JOBS?

TRU rigorously tracks open requisitions as well as job movement within the community and categorizes where jobs in data privacy exist based on industry vertical, employer type, and geography. We have omitted the role of DPO (data privacy officer) from our analysis. Our analysis will focus on the six job categories outlined in the speed of hire section, which are the most frequently hired-for positions.

Notable trends from November 2023 to March 2024 include a 100% increase in the volume of jobs in the banking sector; a 900% increase in broadcast and entertainment; and a more than 65% decrease in tech. Explanations for these changes may include the following: financial services and banking organizations have a history of recruiting only from the financial vertical, a musical-chairs scenario often has a rippling effect in this segment of the market. For tech, a tremendous amount of hiring was done in Q4, diminishing the need in Q1 and thus the dramatic decline in opportunities. An additional consideration is that many jobs open in Big Tech in November and December were closed in January without being filled. Finally, the need for broadcast and entertainment organizations to maximize business opportunity with B2C data has accelerated talent demand for privacy professionals. Additionally, all three of these verticals tend to operate within a global regulatory ecosystem demanding more nuanced attorney and non-attorney privacy talent.



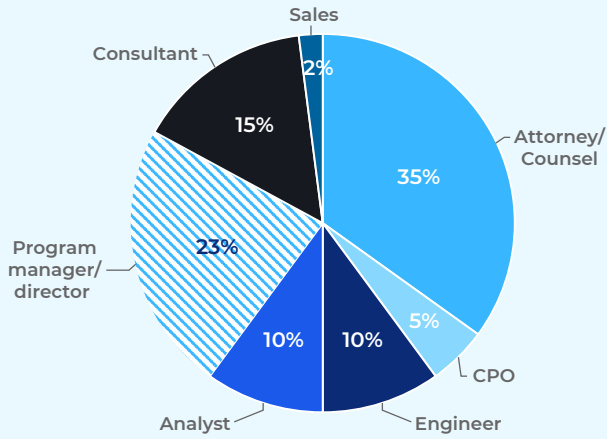
**Fig. 9:** The tech sector continues to slash headcount, while highly regulated industries like financial and healthcare continue to grow privacy programs. As indicated in this chart, a broader variety of industries are committed to hiring this year.



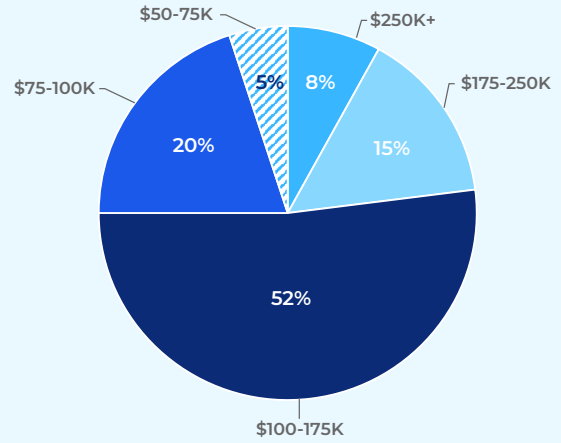
FOR REAL-TIME METRICS AND MONTHLY REPRINT DETAILS ON THESE METRICS, JOIN OUR MONTHLY "EYE ON PRIVACY" WEBINAR SERIES.

# WHERE WERE THE NEW JOBS IN 2023?

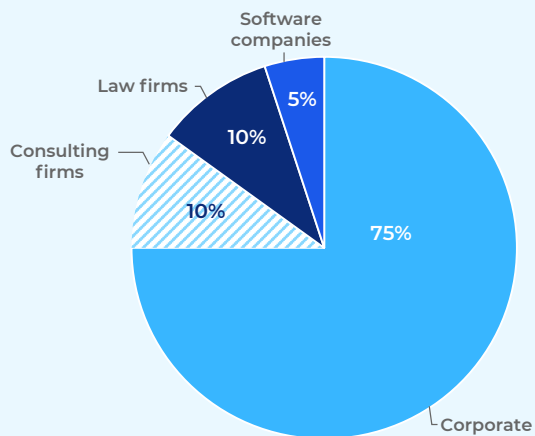
BY POSITION



BY COMPENSATION



ORGANIZATIONAL BREAKDOWN



GEOGRAPHY

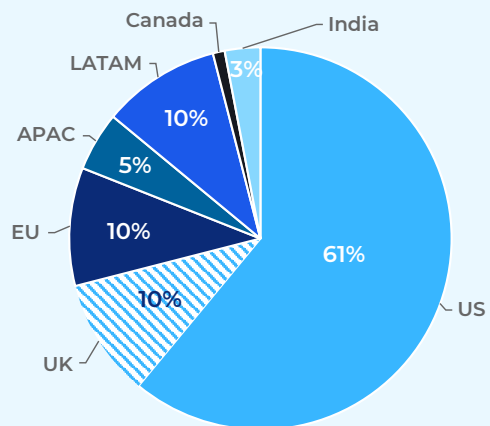


Fig. 10



# POINT OF HIRE COMPENSATION BENCHMARKS

TRU's point-of-hire data tracks what salaries candidates are accepting and employers are paying in real time, at the point of hire. TRU's data is not from a salary survey, but rather actual offers extended and accepted over the past 12 months.

## TRU PRIVACY COMPENSATION BENCHMARKS 2024

\$ base (total comp) at point of hire based on industry

	Fortune 500/Big Tech	Healthcare/Bio/Pharma/HealthTech	Telecomm/Retail/Entertainment/Financial
<b>Early Career</b>	\$50K–85K (70-95K)	\$50K–85K (70-95K)	\$40K–75K (70-85K)
<b>Privacy Analyst/Specialist</b>	\$100K–160K (110-195K)	\$100K–140K (90-165K)	\$90K–145K (100-165K)
<b>Privacy Program/Project Manager</b>	\$140K–190K (165-250K)	\$130K–165K (145-185K)	\$130K–175K (145-200K)
<b>Privacy Directors/SMEs (reporting to CPO/Privacy Lead)</b>	\$175K–250K (250-400K)	\$175K–225K (190-275K)	\$165K–225K (180-275K)
<b>Privacy Engineer</b>	\$175K–375K (225-800K)	\$150K–275K (175-400K)	\$165K–250K (185-350K)
<b>Privacy Counsel</b>	\$275K–425K (325-900K)	\$225K–320K (250K-425K)	\$200K–350K (250K-450K)
<b>CPOs/Business Unit Privacy Lead</b>	\$325K–725K (400K-2.5M)	\$235K–425K (275K-800K)	\$250K–475K (275K-750K)

Fig. 11

## INDUSTRY BREAK DOWN 2023

TRU Jobs Report vs. IAPP Survey Current Comp (In Base Salary)

IAPP's salary survey found that in 2021 & 2022, the median salaries for similarly titled roles were often the bottom or slightly below TRU's floor of salary ranges for new positions to attract similar talent. This makes sense because currently employed job seekers are generally looking for increases in compensation to change employment. Salary averages can only serve as a good litmus for minimum requirements for a new hire, but TRU found job seekers commanded anywhere between 10-40% increases at the point of hire for the past three years.

	Big Tech	Financial/Healthcare/Healthcare Tech	Telecom/Retail/Entertainment	IAPP Mean (US & EU)
Privacy Analyst	\$90K-140K	\$90K-140K	\$90K-130K	\$89.0
Privacy Program/Project Manager (Privacy Manager)	\$140K-180K	\$130K-160K	\$130K-160K	\$115.2
Privacy Sr. Manager/Consultant (Privacy Office Risk and Compliance Manager)	\$175K-200K	\$140K-170K	\$140K-160K	\$119.4
Privacy Director/SMEs (Regional Privacy Officer)	\$225K-300K	\$200K-260K	\$200K-250K	\$137.5
Privacy Engineer	\$175K-300K	\$150K-235K	\$150K-205K	\$135.6
Privacy Counsel (Internal Privacy Lawyer)	\$225K-325K	\$200K-300K	\$175K-320K	\$174.7
CPOs/Business Unit Privacy Leads (Chief Global Privacy Officer)	\$265-465K	\$235K-425K	\$225K-315K	\$206.0

TRU Staffing Partners & IAPP Salary Survey Data

2022

2023

# WHOSE SALARIES ARE SPIKING?

Another job market metric that TRU tracks is the increase a job seeker receives in base compensation when changing employers. By cross-referencing a job seeker's years of industry experience relative to the increase they receive in base compensation at the point of hire, TRU can determine what levels of experience command the greatest increases in base compensation at any given time. In 2022, hiring managers favored more experienced, and thus more expensive talent due to the volume of attrition because of the Great Resignation. Conversely in 2023 the market has favored less experienced, less expensive talent. Salaries are now inflating for less experienced talent due to high demand and diminishing supply.

## PERCENTAGE OF SALARY INCREASE BASED ON YEARS OF EXPERIENCE AT POINT OF HIRE

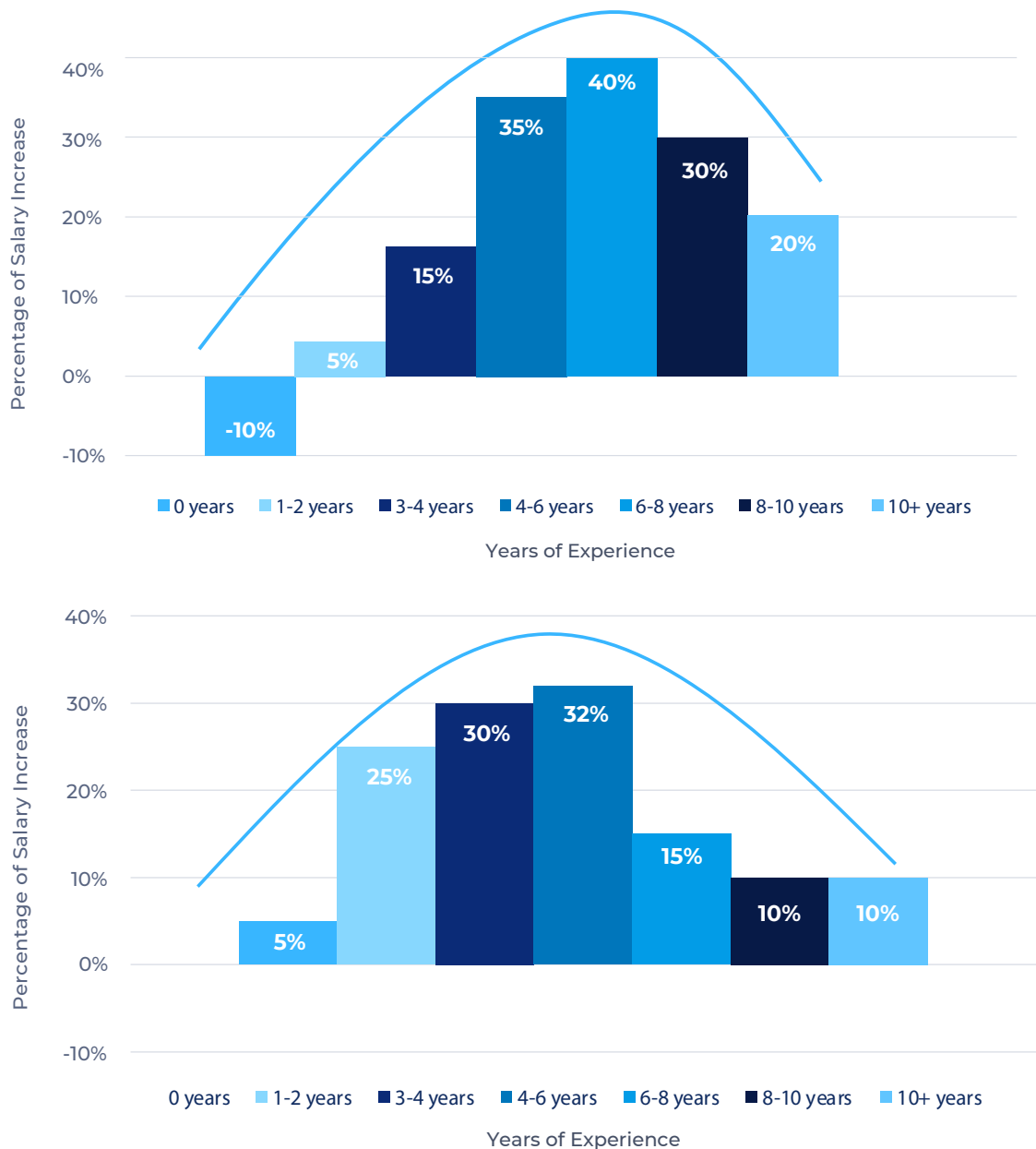


Fig. 12

# GUIDANCE FOR 2024

By Q4 of 2024, the data privacy job market is likely to experience a pivot toward not only a higher demand for talent, but a demand for a higher caliber of talent, as programs become required to move from maintenance to maturity. TRU's guidance for all hiring managers is to leverage the patterns and trends outlined in this jobs report to help get the budget and buy-in necessary to grow your staff and have a credible blueprint with which to set expectations for the most successful possible search outcomes:

- Consider all post-pandemic variables, not just compensation, to fully understand and appeal to today's privacy job seekers.

- Make contractors an ongoing part of your hiring and staffing strategy, not just a default for a lack of direct-hire approval.

- Adjust work-from-home permissions to throttle the volume and interest level of qualified applicants.

- Curate an interview process in tempo with TRU's average speed of hire for the role category to ensure the highest possible likelihood of getting a first-choice candidate.

- Engage TRU to mitigate the risks, timeframe, costs, and missed opportunities stemming from a DIY staffing strategy.

- Lean into TRU to deliver the fastest, most efficient, most targeted talent acquisition process possible to win against companies that DIY staff.

- Push for approval to hire now, before the data privacy job market returns to a level of competitiveness that will undoubtedly increase point-of-hire salaries and potentially make contract talent resources scarce in 2025.

# ADDITIONAL RESOURCES

The data privacy job market is complex and constantly changing. The following resources are available for free, including access to TRU's CEO monthly on our Eye on Privacy webinar series, where we provide the community with accurate, real-time updates on all the data and analysis contained within this jobs report.



## **EYE ON PRIVACY WEBINAR SERIES**

To receive monthly accurate, real-time updates on all the data and analysis contained within this job report, join TRU Founder & CEO, Jared Cosegla, and privacy experts to hear the latest salary metrics and more.



## **CPO INTERVIEW PLAYBOOK**

Organize and approach your Chief Privacy Officer search with a proven blueprint for success. TRU Staffing Partners' CPO Interview Playbook contains the most thorough interview questions and guidance for CPO staffing.



## **PRIVACY JOB SEEKERS**

Get representation from a TRU talent agent and apply for the hottest data privacy jobs available. The TRU Staffing Partners Job Board is the premier location for top-tier data privacy job listings. Set alerts and notifications to customize your job search and never miss an opportunity.



## **PRIVACY HIRING MANAGERS**

Whether you need an individual to fill a short-term vacancy, a direct hire to complete your team, or you need to start a privacy practice from scratch, TRU's privacy talent agents will connect you with the right professional for your need. Get in touch today to tell us your hiring needs.

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